**2017 MARKETING TOOLKIT**

**You know your audience!**

Please use this toolkit for inspiration as you plan your next Beyond the Page event.

Sponsor logos and flier/poster templates can be found at [www.beyondthepage.info/grants](http://www.beyondthepage.info/grants).

Contact Susie Engwall ([engwall@dcls.info](mailto:engwall@dcls.info)) with questions.

**Graphics/Tools**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Who does it?** | **Need by?** | **Notes** |
| Event Graphic- include event details and sponsor logos |  |  | Sponsors: BtP, Madison Community Foundation and National Endowment for the Humanities |
| Web Image |  |  |  |
| Web Image |  |  |  |
|  |  |  |  |
| 8.5x11 poster |  |  |  |
| ½ sheet flier |  |  |  |
| Bookmarks |  |  |  |
|  |  |  |  |
| Video Clips |  |  |  |
| Book List |  |  |  |
| Media List |  |  |  |

**Marketing**

|  |  |
| --- | --- |
| Partner/Sponsor Organization:  How are they marketing? |  |
| Facebook Page | Recognize and link to sponsors in your Facebook post |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Who Does?** | **Need by?** | **Notes** |
| Email blast |  |  |  |
| Facebook posts |  |  |  |
| Facebook event post |  |  |  |
| Library website |  |  |  |
| Library Twitter |  |  |  |
| Library Instagram |  |  |  |
| Library newsletter |  |  |  |
| Library display |  |  |  |
| TV Newscast |  |  |  |
| WI State Journal |  |  |  |
| Madison Times |  |  | [madisontimes.events@gmail.com](mailto:madisontimes.events@gmail.com) |
| Capital Times |  |  |  |
| Madison.com |  |  |  |
| calendar@Isthmus |  |  |  |
| Madison365.com |  |  |  |
| iHeart Radio |  |  |  |
| WORT |  |  |  |
| Channel3000.com |  |  | When submitting, scroll down to find free button |
| WPR- event calendar |  |  |  |
| WKNOW.com |  |  |  |
| Eventbrite.com |  |  |  |
| Brava Magazine |  |  |  |
| UMOJA Magazine |  |  |  |
| Community:  Newspaper  Newsletter  Facebook Page  Facebook Groups |  |  |  |

**Sample Facebook Posts/Tweets**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Text | Graphic/Video | Posting Date |
| Facebook post #1  Linking to what? |  |  |  |
| Facebook post #2  Linking to what? |  |  |  |
| Facebook Boost  Which post?  How much to spend? |  |  |  |
| Tweet #1 |  |  |  |
| Tweet #1 |  |  |  |

